

CLAIMS

1. A method for advertising Internet web sites to a plurality of communication device viewers, the method comprising:

- 5 a) acquiring air time from a media provider, wherein the media provider transmits programming over a communication network for display on a plurality of communication devices;
- b) marketing and selling advertising services to a plurality of web site proprietors, each web site proprietor having a web site address;
- 10 c) producing a media segment for display on a communication device comprising a combination of two or more advertising formats selected from the group consisting of a list of web site addresses for the plurality of web site proprietors, a video featuring a selected web site proprietor or service or product of the selected web site proprietor; a banner advertisement featuring one or the plurality of web site
- 15 proprietors; and
- d) transmitting the media segment over the communication network during the acquired air time for viewing on display screens of the communication devices.

20 2. The method of claim 1, wherein the communication device comprises a television and the media provider is selected from the group consisting of cable providers, television stations, and satellite providers.

25 3. The method of claim 1, wherein the communication device is selected from the group consisting of interactive televisions, non-interactive televisions, computers, mobile phones, video phones, and pagers.

4. The method of claim 1, wherein the communication network is the Internet and wherein the media segment includes a video comprising a streaming video, and further comprising the step of providing a link between the web site proprietor's web site and a

separate web site operated by an advertising service provider that provides for accessing and running the streaming video.

5 5. The method of claim 4, further comprising monitoring the streaming video to count a number of times the streaming video is viewed.

6. The method of claim 5, further comprising charging the web site proprietor a fee according to the number of times the streaming video is viewed.

10 7. The method of claim 4, further comprising providing a second link to the streaming video at the advertising service provider's web site.

8. The method of claim 1, wherein the communication network is the Internet and each web site address is displayed as a hyperlink to the proprietor's web site.

15 9. The method of claim 1, wherein one of the selected advertising formats is a list of web site addresses and further comprising scrolling the list on a display screen of the communication device.

20 10. The method of claim 1, wherein one of the selected advertising formats is a list of web site addresses and further comprising categorizing the web site addresses according to a type of business of the web site proprietor and displaying the web site addresses under a category heading corresponding to the type of business.

25 11. The method of claim 1, wherein one of the selected advertising formats is a list of web site addresses wherein each web site address has descriptive information associated therewith.

12. The method of claim 1, further comprising formatting the media segment to display each selected advertising format in a distinct segment of each display screen.

13. A method for promoting Internet web sites to a plurality of Internet users, the method comprising:

providing production services for producing a video comprising promotional information for a web site proprietor's product or service;
storing the video as a video file on a streaming server linked to a service provider's web site;

5 adding a hyperlink at the web site proprietor's web site for linking to the service provider's web site and the streaming server to play the video; and

providing means for counting a number of times the video is played.

10 14. The method of claim 13, wherein further comprising charging the web site proprietor an advertising fee that is proportional to the number of times the video is played.

15 15. The method of claim 13, wherein the video comprises an audio/video presentation selected from the group consisting of a promotional pitch, an interview, a testimonial, and a product demonstration.

20 16. The method of claim 13, further comprising adding a second hyperlink to the service provider's web site for accessing the video, wherein the second hyperlink comprises information identifying the web site proprietor or the web site proprietor's product or service.